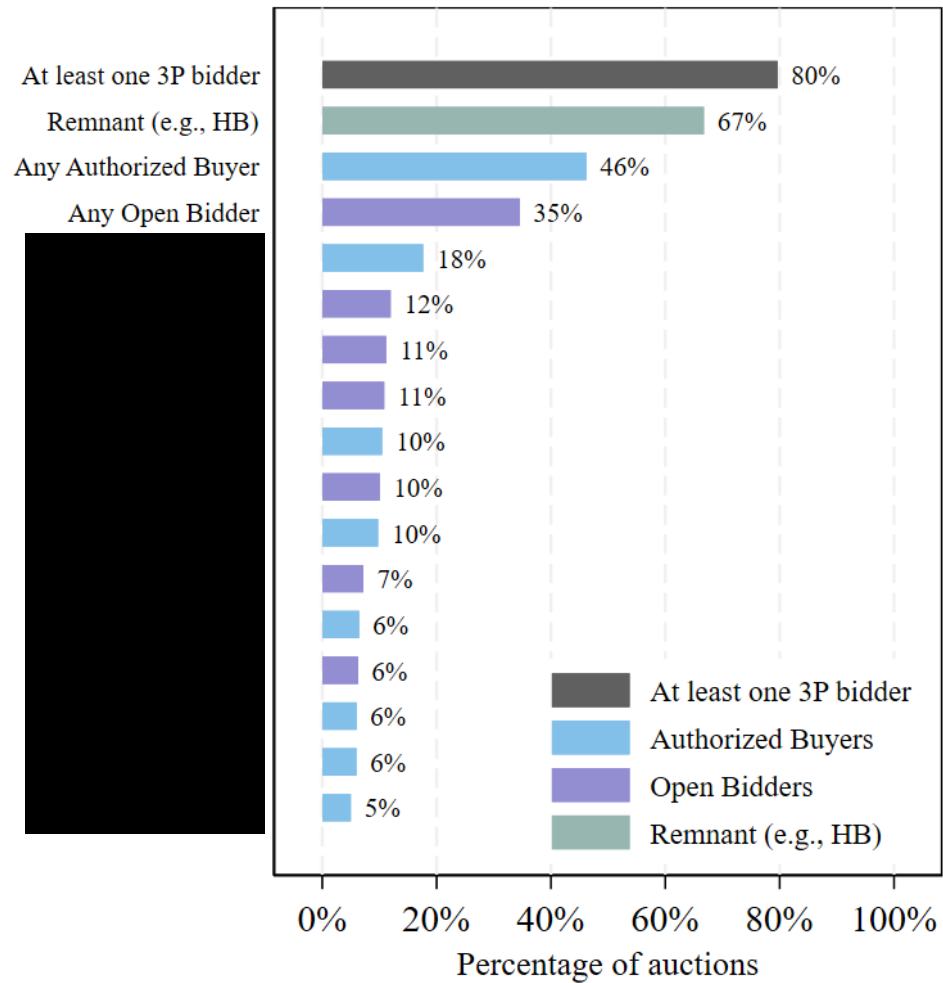


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Figure 16: Competition with Google Ads in Google Ad Manager Auction Data



Sources: GOOG-AT-EDVA-DATA-000147607 to -226014 and GOOG-AT-EDVA-DATA-000226021 to -226339 (GAM log-level bid data)
Notes: The figure depicts the percent of auctions in which Google Ads submitted a bid in which the listed bidder also submitted a bid. Includes all third-party bidders who competed against Google Ads in at least 5 percent of the auctions in which Google Ads submitted a bid. Remnant refers to impressions won by publishers' remnant line items, which includes (but is not limited to) header bidding.